

# BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. I, No. 2.

CINCINNATI, DECEMBER 1, 1894.

PRICE, 10 CENTS.  
PER YEAR, \$0.50 IN ADVANCE.



**J. BALLARD CARROLL,**  
*Secretary Associated Bill Posters' Association, U. S. and Can.*

**DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,  
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.**



**STANDARD ADVERTISING** handles  
 through the best of publishers all because  
 it is never unimportant. Its arguments  
 are sound its reasoning plain and to the  
 point. If you want commercial patronage  
 let us help you to get it. Send us  
 ten cents and sixty cents and we will  
 send the paper to such address for three  
 months. Repeat the same patronage for six.





✦ BOOM ✦ THE ✦  
**NEW YEAR'S NUMBER**  
 ✦ OF ✦  
**Billboard Advertising**

Sixteen Pages.

Lithographed Cover.

Edition 10,000.

IT GOES ALL OVER THE WORLD.

Send in Your Advertisements.

Make it a credit to the Craft.

EDITION ENLARGED. RATES REDUCED.

**AN ADVERTISEMENT**

This size in our Special  
 New Year's Number, will  
 be Randomly Displayed  
 and Inserted for . . .

**\$2.00**  
 Two Inch Single Column.

An Advertisement this size, One Inch Triple column,

**\$3 00**

One Inch single column adv.

**\$1.00**

An Advertisement (this size will just suit you)

**\$2 00**

Now this space would make nice Adv.  
 And All it costs in our Big Edition is

**\$4.00**

This one would give you a splendid advertisement for

**\$5 00**

Now would this suit you, it's your for

**\$1.00**

ONE INCH QUADROPLE COLUMN, \$4.00.

We want an advertisement from every Bill Poster in America for our big New Year's Number. We are going to send nearly two thousand complimentary copies to Bill Posters in Great Britain, South Africa and Australia, besides sending one to EVERY PROMINENT ADVERTISER in America. Every Advertisement will be worth many times its cost to the advertiser.

✦ **SEND + COPY + NOW.** ✦

Address all communications for either the Editorial or Business Department to

**BILLBOARD ADVERTISING CO.**

Remit in any convenient form.

No. 21 W. EIGHTH ST., CINCINNATI, O.









